



The Great Give Boot Camp 2021

Day 1



A 36-hour, online-giving event
to support local nonprofits



Poll #1

What do you hope to learn at Boot Camp?

Poll #2

How long has your organization been with The Great Give?

Agenda

- Key Information about GiveGab
- Great Give Numbers from past years
- The Community Foundation's Input
- 8 Week Communication Plan
 - Goals
 - Strategy
 - Resources/Assets

Who is GiveGab?



GiveGab's mission is to make it
incredibly easy for fundraising
professionals to be great at their jobs!

Who is GiveGab - Quick Guide

- Safe, secure, and reliable platform
- Ultimate donor experience
 - Mobile responsive
 - Easy-to-use donation form
 - Immediate “Thank You”
- Dedicated platform support team

Who is GiveGab: Transparent Pricing

Credit Card:

2% Platform Fee
+
\$0.30 per transaction &
2.2% transaction fee
(Stripe)
=
4.2% + \$0.30

ACH:

2% Platform Fee
+
\$3.00 flat bank fee
=
2% + \$3.00

****\$100 minimum**

Who is GiveGab: Transparent Pricing

Confirm Your Gift

Step 3 of 3

Orca Conservancy

Gift: \$25.00

Email:

generousdonor@givegab.com

Fees:

\$2.02

[What's with these fees?](#)



I'll cover the fees to save the organizations from having to pay them

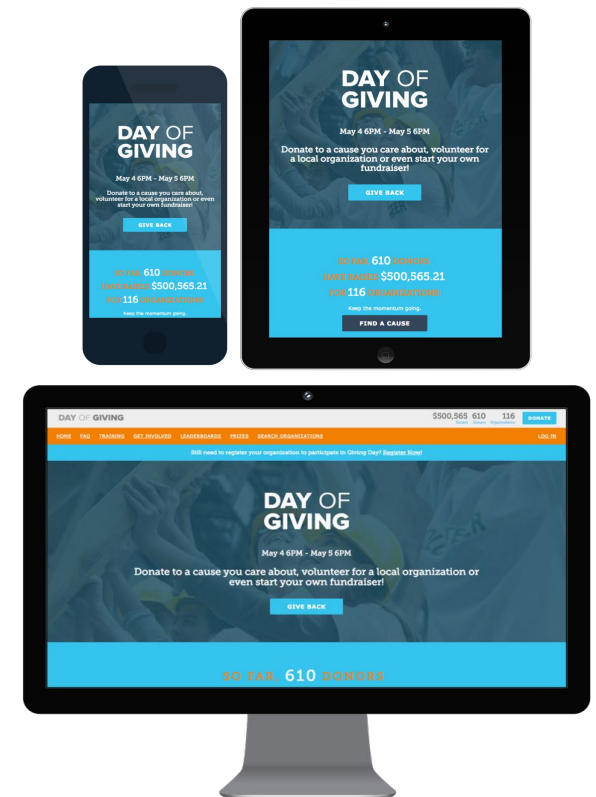
Total:

\$27.02

- Donors can cover all fees on behalf of your organization, with more info right in the donation form
- 61.9% of total fees were covered during The Great Give® 2020!!

Who is GiveGab: Mobile Responsive

- On average **61% of all emails** are opened on a mobile device
- Your The Great Give® profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
 - The Great Give® 2020:
 - Desktop - *72.40%
 - Mobile - *24.05%
 - Tablet - *3.55%



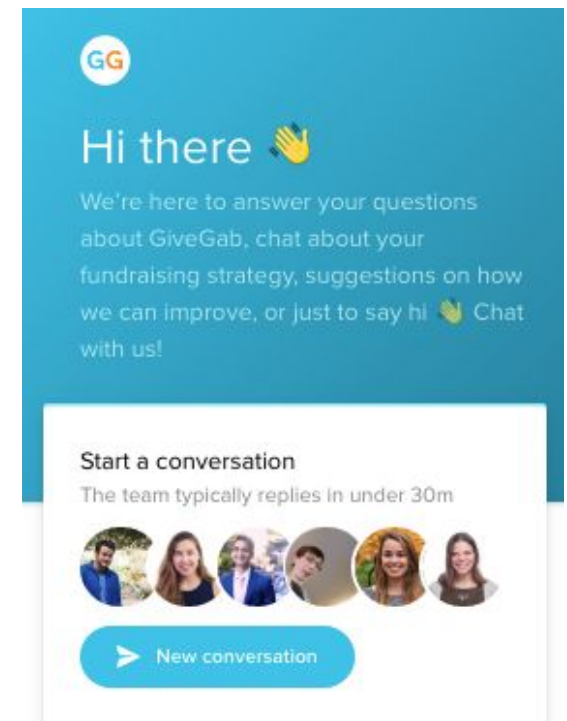
Who is GiveGab: Easy & Accessible



- All major credit cards accepted
- Log right into your bank using the Plaid/ACH payment
- Mobile payment options (Apple Pay, Google Pay, Microsoft Pay) available for participating devices
- Quick, easy and fun donation flow
- Securely processed through Stripe
- GiveGab's chat support available right within the donation form for your supporters!

Giving Day Support & Resources

- Visit Our Help Center
 - <https://support.givegab.com/>
- Check Our Our Blog
 - <https://www.givegab.com/blog/>
- Send us an Email
 - CustomerSuccess@givegab.com
- Chat with GiveGab's Customer Success Team whenever you have questions or need a hand!
 - **Look for the little blue chat bubble!**





Review: The Great Give[®] 2019 & 2020



Review: The Great Give® 2019 & 2020

Outcomes & Results

	2019	2020
Total dollars raised	\$1,869,640.93	\$3,633,910.82
Unique donors	12,676	17,888
Total gifts	18,813	28,303
Participating Organizations	406	404
% of fees covered	68.5%	61.9%
% of gifts had covered fees	69.0%	65.6%
Realization rate (how much each organization took home on average)	98.59%	98.25%

Review: The Great Give® 2019 & 2020

Donor Engagement

	2019	2020
Average online donation (intended)	\$62.57	\$85.11
Average donor count per organization	32	44
Average new donor count per organization	15	20
Total mobile wallet transactions	N/A	811

Review: The Great Give® 2019 & 2020

Key Feature: Peer-to-Peer Fundraisers

	2019	2020
Number of p2p's who successfully raised funds	337	1,070
Number of organizations who were impacted	61	112
Total funds attributed to p2p efforts	\$171,612.25	\$504,947.63
Total donors attributed to p2p efforts	3,187	6,631
Average raised by each p2p	\$509.24	\$471.47
Average dollars raised by orgs with p2p	\$12,430.38	\$15,821.34
Average dollars raised by orgs without p2p	\$2,917.38	\$5,786.10



Community Foundation Details



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Marketing Efforts

Investing staff time and financial resources:

Print

Newspapers

Community

Direct Mail

Air Waves

Radio

TV

Digital

Virtual Ads

Email & Social

Media Blasts

Prize Details

Competitive:

- You've Got Friends P2P - 5 GNH prizes; 2 Valley prizes
- Greatest number of P2P fundraisers each raising \$200

Random draws (based on entry):

- Early Bird - Tue, May 4, 8:00-9:00 a.m. - 4 GNH prizes, 1 Valley
- Early Bird - Wed, May 5, 8:00-9:00 a.m. - 4 GNH prizes, 1 Valley

Happy Hours (2x2), Lunch Hours (2x2), Insomnia - range \$1K - \$2K

Midnight Snack

- \$500 (closest to midnight)

Golden Tickets

- 7 @ \$500 random picks



8 Week Communication Plan



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Successful Plan Components

What should we consider when constructing our 8 week plan?

- The Great Give 2021 Goal
- Giving Day Team / Roles
- Asset Inventory
- Communication Plan

Poll #3

How did you do last year?

Determine Your Goal

Dynamic Profile Goals (Dollar)

	2019	2020
Organizations who featured a dynamic goal	20%	19%
Organizations who reached their dynamic goal	46%	47%
Average organization goal	\$13,903.05	\$26,475.25

Determine Your Goal

What is your The Great Give® campaign trying to achieve this year?

- Money raised for a *specific* project
- New donors
- Exposure (new followers on social media)
- Engagement from existing supports (P2P!)
- Gather testimonials
- Highlight impact on the community
- Spotlight supporter contributions and stories

Giving Day Team / Roles

Giving Day Team / Roles

- Running a successful campaign doesn't have to fall on just one person at your organization
 - Team Leader
 - Tech
 - Supporter Management
 - Communications

Asset Inventory

Asset Inventory

- Looking beyond your giving day team
 - Board Members
 - Volunteers
 - Donors
- Nonprofit toolkit
 - Email marketing
 - Social media posts
 - Giving day graphics
 - Peer to Peer fundraising resources
 - Planning guides
- Existing materials
 - Compelling images, donor stories, videos

Preparing Your Outreach Strategy

- Consider your goal, team strengths, and what assets you have at your disposal
- Create consistent SHAREABLE content
- Clear AND diverse calls to action every time
- Send out a call for Giving Day Ambassadors
- Determine your target segment
- Use a multi-channel outreach strategy
 - Email
 - Social Media (Facebook, Twitter, Instagram, etc)
 - Direct Mail
 - Phone

Sample Communications Timeline


- **Announcement** - 5-8 Weeks
- **Ramp Up Communications** - 4-6 Weeks
- **Expand Promotions** - 3 Weeks
- **Accelerate Communications** - 2 Weeks
- **Communication Countdown** - 1 Week
- **Last Minute Outreach** - 1-3 Days
- **The Big Day** - 36 Hours

Email Marketing

- Email is a great way to share information with your supporters directly and immediately
- Develop an email timeline leading up to the day
 - Schedule messages in advance with mailchimp, constant contact, etc.
- Chance to include multiple calls to action:
 - Link to your The Great Give® Profile
 - Ways to Get Involved
 - Shareable Graphics
- Use your personal email signature as a CTA

Email Scheduling Tips

- Tuesday & Thursday are the best days to send emails for better engagement
- Late mornings and early afternoons are the best times to send emails
- Improving your email formatting can increase your click through rate
 - Photos
 - Buttons
 - HTML edited

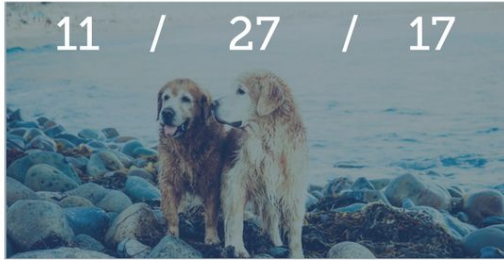


Logan's Pups
Every dog deserves a home

Octoboeer
NEWS

**Make An Exponential
Difference on Giving Tuesday!**

11 / 27 / 17




On Tuesday, November 28 Logan's Pups is excited to be participating in our community's 5th annual Giving Day on Giving Tuesday!

This year every gift made during the 24 hour giving period has the potential to be multiplied exponentially thanks to our generous board of trustees who has offered to MATCH every gift made up to \$5,000. In addition to our board match, there will also be dozens of prizes available throughout the day for everything from the first donor to the most dollars raised.

Follow Us On Facebook For Prize Updates!

This year we hope to raise enough to find forever homes to all 12 of our dogs currently residing in the sanctuary, a forever home in time for the holiday season. We know with your support and generosity we can make a difference for our favorite senior pups. **Learn more at gvgb.co/loganspups**




Pup of the Month
Enrique

- 12 years young
- Belly rub addict
- Found his forever home on leap day

Donate

Visit Our New Website!



About Us

At Logan's Pups we believe that every dog, no matter how old, deserves the best life possible from beginning to end. Through our many programs we are able

Social Media

 **Facebook**

 **Twitter**

 **Instagram**

 **YouTube**

 **Snapchat**

Your social media
strategy should focus on
quality over quantity!

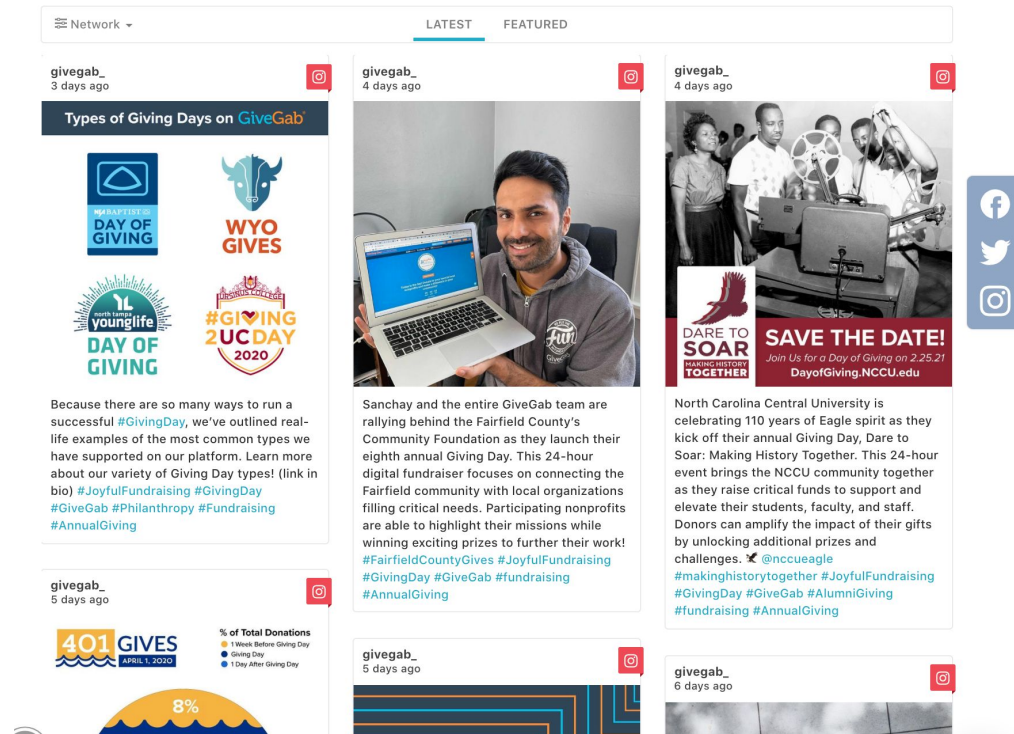
Social Media - Before The Great Give

- Include photos and interactive elements for increased engagement
- Add The Great Give logo to all of your promotional materials leading up to the giving day
- Swap out your cover photo and profile photos with giving day specific graphics in your Nonprofit Toolkit
- Ramp up posts as you get closer to The Great Give
- Share your giving day goal with your followers
- Include clear calls to action for your supporters
 - Don't forget to include the link to your giving day profile!

Social Media - Before The Great Give

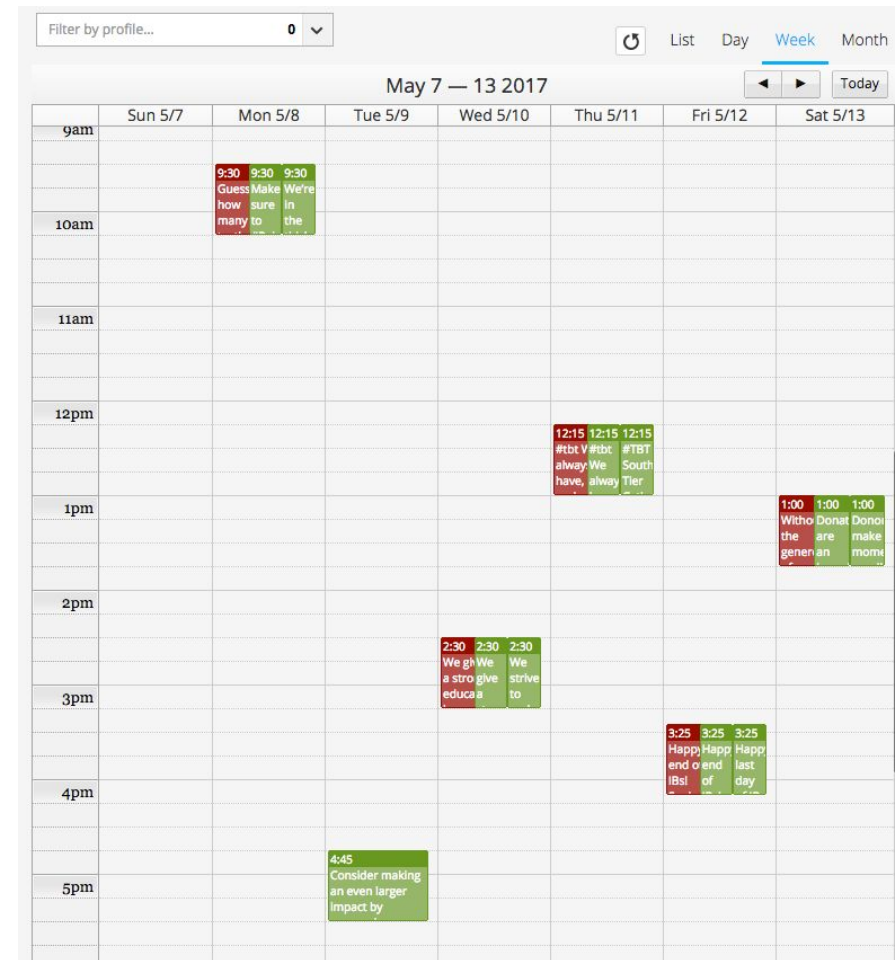
Use Hashtags to be a part of the conversation

- Include the hashtag #thegreatgive to be featured on the The Great Give® Tagboard



Social Media Scheduling Tips

- Best times and days to post on social media vary by platform
- Utilize social media analytics to determine when the key times to post are for your supporter base
- C.O.P.E - Create once and post everywhere to better utilize your social media resources



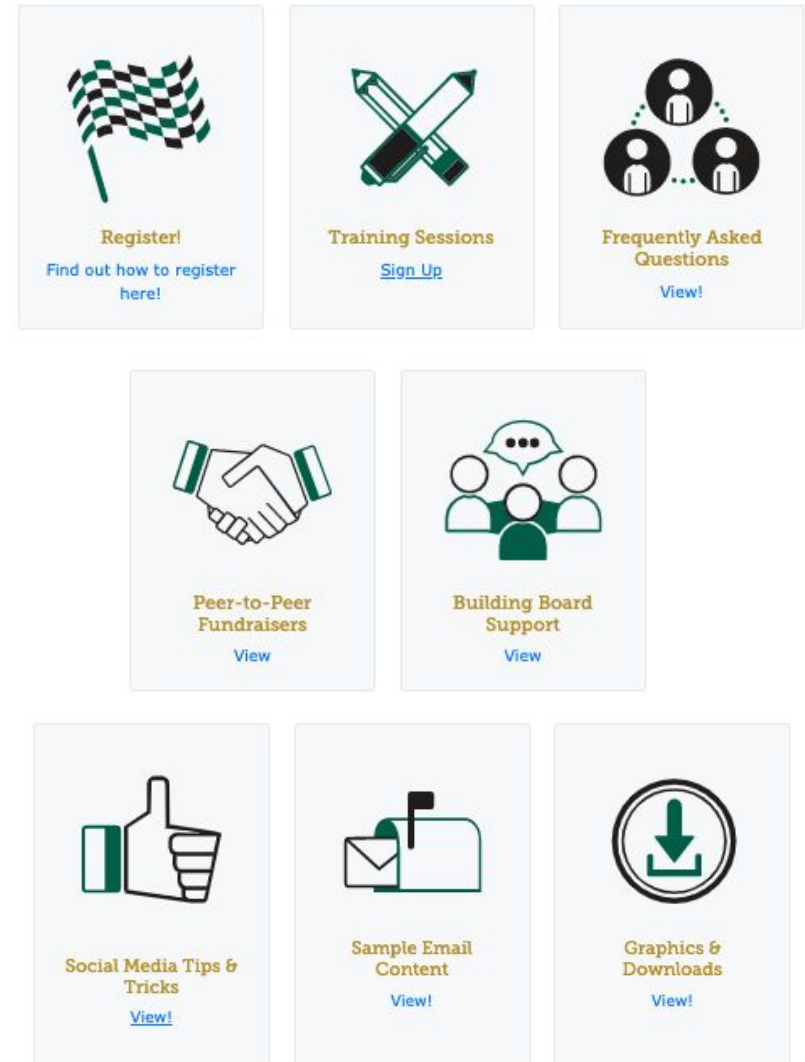
Giving Day Engagement

Utilize and highlight dynamic GiveGab features to increase supporter engagement during The Great Give!

- Matches & Challenges
 - Small, segmented goals
- Peer to Peer Fundraising

Tips, Tools, and Resources

- The Nonprofit Toolkit has everything you need to plan, prepare, and promote The Great Give® and reach your goals!
 - Customizable Templates
 - Communication Timelines
 - The Great Give Graphics
 - Helpful resources for your board members, volunteers, and fundraisers



Key Takeaways

- Start planning NOW
- Drive your campaign from your goal
- Try something new!
 - Peer to Peer Fundraisers
 - Set up a challenge or match
 - Host an event
- Leverage your supporters
- Leverage resources available to you
 - The Community Foundation *for* Greater New Haven
 - GiveGab



Q&A



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